

**LAST 6 HURRY**  
**HURRY DAYS!**  
**SALE POSITIVELY ENDS**  
**SATURDAY, JUNE 25**  
**FINAL PRICE**  
**REDUCTIONS**  
**GUYS' N DOLLS**  
**CHILDREN'S WEAR**  
**1321 EL PRADO TORRANCE**  
**CLOSE OUT SALE**  
**OPEN MONDAY NITE 'TIL 9 P.M.**  
**LAST 6 HURRY**  
**HURRY DAYS!**  
**HURRY**



**DEL AMO CENTER GROWS . . .** Looking north at Del Amo Center in Torrance, slated to become the nation's largest shopping center. Broadway Department Store is seen at left, Sears, Roebuck and Co. at right. Excavation and construction currently in progress between the two stores includes three buildings which will house a multiple of specialty shops.

A truck tunnel is located under the L-shaped mall which appears raised and which will finally extend to the Sears store. The drug store and market building is in the background, while restaurants will be on site not shown in this photo but just left off the Broadway.

**Construction of Del Amo Center Progressing at Rapid Pace Here**

Construction of the first increment of Del Amo Center slated to become the nation's largest shopping center when fully developed, is progressing at a rapid pace with the fourth major building nearing completion and three buildings in the drawing stage, according to Peter De Francis, planning director for the Del Amo Estate Co., owners and developers of the entire center.

The result of the most advanced concepts of regional shopping center planning, Del Amo Center, with the exception of the Sears, Roebuck & Company store, is being completely planned, designed and engineered by Welton Becket and Associates, architects and engineers. Oltmans Construction Company is general contractor and Coldwell, Banker and Co. is leasing agent.

LOCATED ON A 70-acre site bordered by Hawthorne Ave., Carson St. and Sepulveda Blvd., the first phase features a 600 ft. long central mall lined by specialty shops extending from the Broadway-Del Amo department store at one end to Sears at the other. Parking for 6800 automobiles surrounds the central complex, with a market-drug store building at one corner and two restaurants at another.

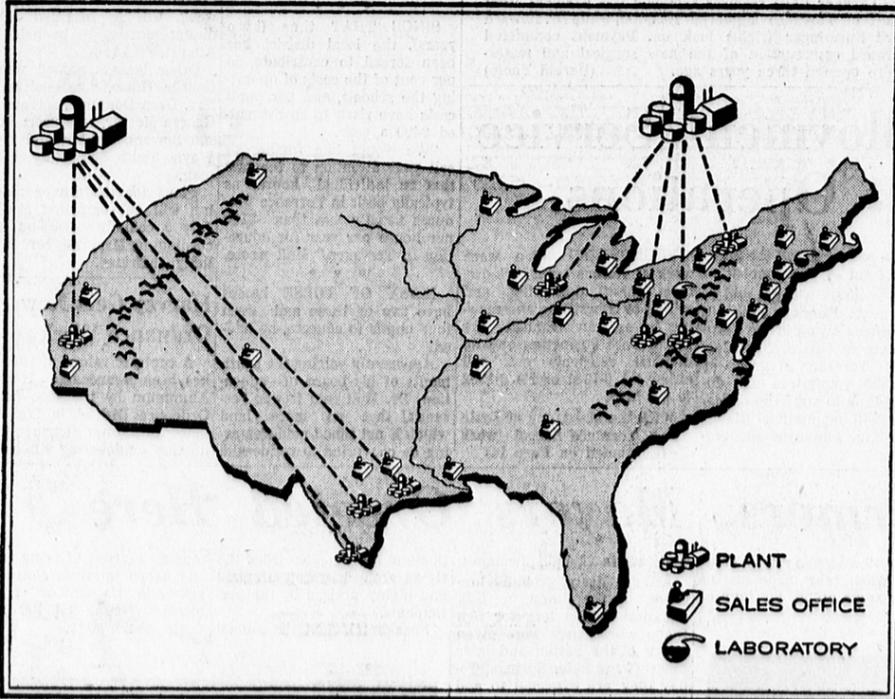
FUTURE PLANS call for development of 15 acres of land directly east of the first increment and additional construction on surrounding acreage across Hawthorne and Carson, all of which is presently owned by the Del Amo Estate Co.

A 900 ft. long, 30 ft. wide tunnel, designed by the architects to provide direct shipping, receiving, and loading facilities for every store in the center without interfering with customer activities, runs beneath the shopping center. With facilities underground, trucks do not clutter the center and all rubbish is out of sight. The tunnel was completed during site preparation.

THE SPACIOUS central mall, already in place, allows free circulation to all shops in the center while providing a casual, relaxed atmosphere. Two football fields in length and 40 ft. wide, the mall will feature seven precast concrete planter boxes surrounded with seats and covered with masonry veneer. A speaker's platform has been planned for the center of the mall to provide facilities for special promotions.

The three-story and basement Broadway Department Store and single-story and basement Sears store have

been in operation since their openings last year. Designed by the Becket firm, the 225,000 sq. ft. Broadway features pale grey exposed concrete columns contrasting with a desert amber brick facade. The 234,000 (Continued on Page 14)



**CARBIDE is a Family**

In Indiana, Texas, and New York; in West Virginia and California, CARBIDE plants are at work 24 hours a day turning out hundreds of chemicals needed by manufacturers in almost every industry. CARBIDE's seven sister plants (with an eighth on the way) are located close to supplies of raw materials and with ready access to markets.

That's why CARBIDE built a plant in Torrance. Here there is a plentiful supply of raw materials needed to make polyethylene plastic, and ethylene

glycol—basic ingredient of all-winter anti-freezes. And the West Coast is one of the country's biggest market areas—with an even greater potential.

Producing plants are, of course, just one aspect of CARBIDE. Three research centers are constantly working on new products and processes. Sales offices in major cities throughout the nation serve CARBIDE's thousands of customers.

Working together, the members of the CARBIDE family help America's industry turn out thousands of better products for you.

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 Division of Union Carbide Corporation  
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 "SALADS GALORE"  
 — COCKTAILS —  
**EAT WITH CHARLEY**  
 1628 CABRILLO Near Carson DOWNTOWN TORRANCE

**HOUSEPOWER is to houses what horsepower is to cars**



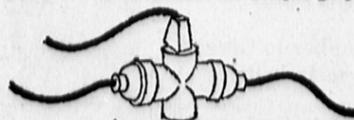
Your home, like your car, needs the right amount of power to make it perform efficiently. This is called HOUSEPOWER. It's the ability of your electric wiring to operate all of your electric appliances at peak efficiency at all times.



With HOUSEPOWER you can enjoy the full measure of performance that your electric appliances were designed to deliver.

**The advantages of HOUSEPOWER**

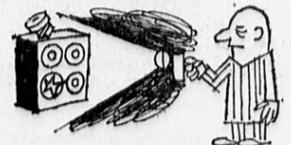
You'll easily see the difference in a home that has HOUSEPOWER. It probably has more labor-saving electric appliances. And these appliances work better and last longer. If necessary, they can all be turned on at the same time without the problem of blown fuses, tripped circuit breakers, or overloaded wiring. Every room has plenty of convenient outlets—no "octopus" plugs.



But there's one difference you might not see. A home with HOUSEPOWER has the capacity to add new appliances in the future. And so it has greater value.

**A simple HOUSEPOWER check**

How about your home? Chances are that it doesn't have enough HOUSEPOWER. Today, four out of five houses (even new ones) do not. Here are some common symptoms of low HOUSEPOWER: dim or shrinking TV; toaster or iron slow to heat up; "octopus" 2 and 3-way plugs; blown fuses or tripped circuit breakers.



**Call your qualified HOUSEPOWER electrical contractor**

If you suspect that some of your appliances aren't working efficiently, call your qualified HOUSEPOWER electrical contractor. He's a specialist trained in electrical modernization. Remember: HOUSEPOWER increases the comforts of day-to-day modern living. It also increases the value of your home.

**Note to New Home Buyers**

HOUSEPOWER is one of the many features included in Medallion homes, so look for the Medallion emblem before you buy. It's your assurance that the house is designed for the comforts of the all-electric future. Only one new home in five qualifies for this award.

SOUTHERN CALIFORNIA Edison COMPANY